



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

| | | |
|--|--|--------------------------------|
| Contract / Revision 843407 / | | Alt Order # |
| Product NC SUPREME COURT | | |
| Contract Dates 10/30/12 - 11/06/12 | Estimate # 1023 | |
| Advertiser North Carolina Judicial Coalition | Original Date / Revision 10/30/12 / 10/30/12 | |
| | | |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WBTV | Account Executive Michael McCray | Sales Office Telerep-Dallas |
| Special Handling | | |
| Demographic Adults 35+ | | |
| IDB# | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

And:

Innovative Advertising .
405 North Columbia Street
Covington, LA 70433

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | <u>Totals</u> | | |
|----------------|------|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|---------------|-------|------------|
| | | | | | | | | | | Type | Spots | Amount |
| N 1 | WBTV | 10/31/12 | 11/06/12 | WBTV News 430a | 430-5a | | :30 | | | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: 10/29/12 | | 11/04/12 | | --WTF-- | | | | 3 | \$250.00 | | | |
| Week: 11/05/12 | | 11/11/12 | | MT----- | | | | 2 | \$250.00 | | | |
| N 2 | WBTV | 10/31/12 | 11/06/12 | WBTV News 6a | 6-7a | | :30 | | | NM | 5 | \$6,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: 10/29/12 | | 11/04/12 | | --WTF-- | | | | 3 | \$1,300.00 | | | |
| Week: 11/05/12 | | 11/11/12 | | MT----- | | | | 2 | \$1,300.00 | | | |
| N 3 | WBTV | 10/31/12 | 11/06/12 | The Early Show | 7-9a | | :30 | | | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: 10/29/12 | | 11/04/12 | | --WTF-- | | | | 3 | \$900.00 | | | |
| Week: 11/05/12 | | 11/11/12 | | MT----- | | | | 2 | \$900.00 | | | |
| N 4 | WBTV | 11/03/12 | 11/03/12 | WBTV Sat 6a News | 6-7a | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: 10/29/12 | | 11/04/12 | | -----S- | | | | 1 | \$600.00 | | | |
| N 5 | WBTV | 10/31/12 | 11/06/12 | America Now | 9a-10a | | :30 | | | NM | 5 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: 10/29/12 | | 11/04/12 | | --WTF-- | | | | 3 | \$360.00 | | | |
| Week: 11/05/12 | | 11/11/12 | | MT----- | | | | 2 | \$360.00 | | | |
| N 6 | WBTV | 10/31/12 | 11/06/12 | Rachael Ray | 10a-11a | | :30 | | | NM | 5 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: 10/29/12 | | 11/04/12 | | --WTF-- | | | | 3 | \$360.00 | | | |
| Week: 11/05/12 | | 11/11/12 | | MT----- | | | | 2 | \$360.00 | | | |
| N 7 | WBTV | 10/31/12 | 11/06/12 | WBTV News At Noon | 12-12:30p | | :30 | | | NM | 4 | \$5,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: 10/29/12 | | 11/04/12 | | --WTF-- | | | | 3 | \$1,400.00 | | | |
| Week: 11/05/12 | | 11/11/12 | | MT----- | | | | 1 | \$1,400.00 | | | |
| N 8 | WBTV | 10/31/12 | 11/06/12 | WBTV News at 4p | M-F 4-4.30p | | :30 | | | NM | 4 | \$3,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: 10/29/12 | | 11/04/12 | | --WTF-- | | | | 3 | \$825.00 | | | |
| Week: 11/05/12 | | 11/11/12 | | MT----- | | | | 1 | \$825.00 | | | |
| N 9 | WBTV | 10/31/12 | 11/06/12 | WBTV News at 4.30p | M-F 4.30p-5p | | :30 | | | NM | 4 | \$3,500.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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| Advertiser North Carolina Judicial C | Original Date / Revision 10/30/12 / 10/30/12 | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Totals | | |
|-------|------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|--------|-------|------------|
| | | | | | | | | | | Type | Spots | Amount |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 3 | \$875.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$875.00 | | | |
| N 10 | WBTV | 10/31/12 | 11/06/12 | WBTV News at 6p | M-F 6p-630p | | :30 | | | NM | 4 | \$9,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 3 | \$2,300.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$2,300.00 | | | |
| N 11 | WBTV | 11/01/12 | 11/01/12 | Thur Prime Hour 3 | 10-11p | | :30 | | | NM | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$7,500.00 | | | |
| N 12 | WBTV | 11/02/12 | 11/02/12 | Fri Prime Hour 3 | 10-11p | | :30 | | | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---F-- | | | | 1 | \$7,000.00 | | | |
| N 13 | WBTV | 10/31/12 | 11/06/12 | David Letterman | 1135-1237a | | :30 | | | NM | 3 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WT--- | | | | 2 | \$650.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$650.00 | | | |
| N 14 | WBTV | 11/02/12 | 11/02/12 | Late Run Letterman | 1135p-137.28a | | :30 | | | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---F-- | | | | 1 | \$650.00 | | | |
| N 15 | WBTV | 11/03/12 | 11/03/12 | ACC Football Reg Season | 12n-330p | | :30 | | | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 2 | \$3,000.00 | | | |
| N 16 | WBTV | 11/03/12 | 11/03/12 | NCAA Football Reg Game 2 | 330p-7p | | :30 | | | NM | 1 | \$4,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$4,700.00 | | | |

Totals 51 \$65,850.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/06/12 | 51 | \$65,850.00 | \$55,972.50 |
| Totals | 51 | \$65,850.00 | \$55,972.50 |

Signature: _____ **Date:** _____

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